

MSC COMMUNICATION PLAN

This document is intended to formalize good communication practices that will allow the Montana Shared Catalog Membership to fulfill its mission to “connect libraries and their users through resource sharing, collaboration and cutting-edge technology.”

GENERAL COMMUNICATION GUIDELINES

1. MSC members should maintain regular communication with other MSC libraries
 - a. Members are expected to register for and contribute to the MSC-Discuss listserv
 - i. Instructions for registration are available at the following link
 1. http://libraries.msl.mt.gov/statewide_projects/montana_shared_catalog/discussion_groups.aspx
 - b. Concerns about communication or accountability issues should be brought to the MSC Executive Board Chair
2. MSL Staff are responsible for regularly surveying the membership to assess communication and catalog functionality needs
 - a. Surveys should solicit a balance of operational/communication needs and catalog functionality
 - b. Results of these surveys should be shared with the Exec Board and discussed at the next regular meeting
3. MSL staff are responsible for maintaining an updated contact list for the membership
4. All requests regarding functionality of the MSC should be directed to MSC admins via the help ticketing system
 - a. MSC members are expected to make use of the Knowledge Base for routine issues and common questions

EXECUTIVE COMMITTEE INTERNAL COMMUNICATION

1. Executive Board should meet monthly
 - a. Exec. Board chair is responsible for coordinating content of meetings with MSC Admins and MSL staff
 - b. Exec. Board Chair is responsible for sharing agenda and meeting materials with the board at least 48 hours before the meeting.
 - c. Meetings should include
 - i. Updates from MSC Admins
 1. Status of major projects
 2. Status of pending help ticket requests
 - ii. Updates from committee members on issues/concerns from their represented libraries
 - iii. Other items identified by the board chair, MSC Admins, and/or MSL Staff
 - d. Meeting minutes, written reports, and documents should be shared with the MSC membership within 48 hours
2. Executive Board should maintain a contact list specifically for the board
 - a. Contact list should also include term start and expiration for each member
3. Board documents should be stored digitally, and be made available for review at all times
 - a. Only members of the Executive Board should be granted editing capabilities
4. New members of the Executive Board are expected to review these guidelines as part of their onboarding and training.

EXECUTIVE COMMITTEE COMMUNICATION TO MEMBERSHIP

1. Executive board members should act as a conduit for member libraries and their staff
 - a. Connect libraries to pertinent interest groups, other MSL committees
2. Representatives are responsible for maintaining communication with member libraries at least monthly
 - a. This communication should primarily share information, but should also solicit feedback about member concerns, problems, recommendations, etc.
 - b. Format of this communication may vary depending on needs.
 - i. Recommend scheduling additional meeting with represented members

COMMUNICATION TO NEW LIBRARIES

1. When libraries are added to the MSC library, they should be assigned to a representative group.
 - a. MSL Staff are responsible for defining the appropriate group, and should communicate the addition to the Executive Board
 - b. The representative from that group will be primarily responsible for providing and contextualizing MSC-related information to that new library.
2. Often, new libraries are uncertain about 'how things work' – who to contact, how to fix something, process changes
 - a. Representatives should maintain a solution-oriented approach to these discussions, and continually frame MSC membership in terms of the benefits it provides
3. The Executive Board should maintain an onboarding 'kit' for new libraries, to include
 - a. MSC 101
 - i. History - what was the intent, what have we accomplished?
 1. Values
 2. Mission Statement
 - ii. Bylaws
 - iii. Responsibilities and roles
 1. Executive Board
 2. MSC Admins
 3. MSL Staff
 - iv. What we are/ are not
 1. Ex: We ARE a consortium; Admins are NOT police
 - v. Sub-groups and contacts
 1. CMC
 2. NAC
 3. Sharing groups
 4. State Library

ADVOCACY

1. In coordination with the MT State Library Commission, the executive board should prepare (and continually update) some talking points that demonstrate the return on investment in joining the MSC
 - a. Tailor talking points
 - i. for each representative group
 - ii. for presenting to local stakeholders
 - iii. for local library users

IMPLEMENTATION TIMELINE

TASK	ASSIGNED TO	COMPLETE BY
Present, gather feedback from MSC Membership	MSC Execs	October 14, 2020
Schedule regular communication with represented groups	MSC Execs	November 2020
Publish final version of MSC Communication Plan	MSC Execs	November 2020
Create Communication Templates	MSC Execs	December 2020
Develop Onboarding Guidelines	MSC Execs	December 2020
Establish regular communication with all MSC-adjacent groups, incl. Partners, NAC, etc.	MSC Execs	December 2020
Finalize Membership Survey Details	MSC Execs, MSL Staff	December 2020
Update Governance Materials	MSC Execs	December 2020